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**DECLARATION FOR UTILITY OR
DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

☒ Declaration Submitted with Initial Filing **OR** ☐ Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)

Attorney Docket Number	INTRA-001A
First Named Inventor	Jeffrey Scott Eisenberg
COMPLETE IF KNOWN	
Application Number	/ Unknown
Filing Date	Herewith
Group Art Unit	Unknown
Examiner Name	Unknown

As a below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

METHOD OF MARKETING UTILIZING MEDIA AND HOST COMPUTER TO FACILITATE
LINK BETWEEN CUSTOMER AND RETAILER COMPUTERS

(Title of the Invention)

the specification of which

☒ is attached hereto

OR

☐ was filed on (MM/DD/YYYY) as United States Application Number or PCT International

Application Number and was amended on (MM/DD/YYYY) (if applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

[Page 1 of 2]

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DECLARATION — Utility or Design Patent ApplicationDirect all correspondence to: ☐ Customer Number or Bar Code Label OR ☒ Correspondence address belowName **Eric L. Tanezaki**Address **75 Enterprise, Suite 250**City **Aliso Viejo**State **CA**ZIP **92656**Country **United States**Telephone **(949) 855-1246**Fax **(949) 855-6371**

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

NAME OF SOLE OR FIRST INVENTOR: ☐ A petition has been filed for this unsigned inventorGiven Name **Jeffrey Scott Eisenberg**
(first and middle [if any])Family Name
or SurnameInventor's
SignatureDate **7-18-01**Residence: City **Westlake Village**State **CA**Country **USA**Citizenship **USA**Mailing Address **3953 Freshwind Circle**City **Westlake Village**State **CA**ZIP **91361**Country **USA**NAME OF SECOND INVENTOR: ☐ A petition has been filed for this unsigned inventorGiven Name
(first and middle [if any])Family Name
or SurnameInventor's
Signature

Date

Residence: City

State

Country

Citizenship

Mailing Address

City

State

ZIP

Country

☐ Additional inventors are being named on the _____ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.

7-05120-1-030650

Please type a plus sign (+) inside this box → ☐

PTO/SB/81 (02-01)

Approved for use through 10/31/2002 OMB 0651-0035

U S Patent and Trademark Office, U S DEPARTMENT OF COMMERCE

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POWER OF ATTORNEY OR AUTHORIZATION OF AGENT

Application Number	Unknown
Filing Date	Herewith
First Named Inventor	Jeffrey Scott Eisenberg
Title	METHOD OF MARKETING...
Group Art Unit	Unknown
Examiner Name	Unknown
Attorney Docket Number	INTRA-001A

I hereby appoint:

- ☒ Practitioners at Customer Number →

Place Customer
Number Bar Code
Label here

OR
Attn: Eric L. Tanezaki
☐ Practitioner(s) named below:

Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please change the correspondence address for the above-identified application to:

- ☐ The above-mentioned Customer Number.

OR

- ☐ Practitioners at Customer Number →

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OR

- ☐ Firm or
Individual Name

Address

Address

City

State

Zip

Country

Telephone

Fax

I am the:

- ☐ Applicant/Inventor.

- ☒ Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name

Geoffrey L. Taylor

Signature

Date

7-18-01

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

- ☐ *Total of _____ forms are submitted.

CERTIFICATE UNDER 37 C.F.R. § 3.73(b)

Applicant: Jeffrey Scott Eisenberg

Application No.: unknown Filed: herewith

For: METHOD OF MARKETING UTILIZING MEDIA AND HOST COMPUTER TO FACILITATE LINK BETWEEN CUSTOMER AND RETAILER COMPUTERS

INTRAMEDICINE, INC., a California corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, etc.)

certifies that it is the assignee of the entire right, title and interest in the patent application identified by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application identified above, to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

2. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

3. From: _____ To: _____
The document was recorded in the Patent and Trademark Office at
Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☐ Copies of assignments or other documents in the chain of title are attached.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 7-18-01

Name: Geoffrey L. Taylor

Registration No.: _____ (if applicable)

Title: General Counsel, VP Strategic Planning

Signature: _____

ASSIGNMENT OF APPLICATION

Docket Number: INTRA-001A

Whereas, I, Jeffrey Scott Eisenberg of Westlake Village, California, hereafter referred to as applicant, have invented certain new and useful improvements in METHOD OF MARKETING UTILIZING MEDIA AND HOST COMPUTER TO FACILITATE LINK BETWEEN CUSTOMER AND RETAILER COMPUTERS.

☐ for which an application for a United States Patent was filed on _____
Application Number _____/_____.

☒ for which an application for a United States Patent was executed on 7/18/01, and

Whereas, INTRAMEDICINE, INC of Westlake Village, California herein referred to "assignee" whose mailing address is 790 Hampshire Rd., Ste. H, Westlake Village, CA 91361 is desirous of acquiring the entire right, title and interest in the same;

Now, therefore, in consideration of the sum of one dollars (\$ 1.00), the receipt whereof is acknowledged, and other good and valuable consideration, I, the applicant, by these presents do sell, assign and transfer unto said assignee the full and exclusive right to the said invention in the United States and the entire right, title and interest in and to any and all Patents which may be granted therefor in the United States, I hereby authorize and request the Commissioner of Patents and Trademarks to issue said United States Patent to said assignee, of the entire right, title, and interest in and to the same, for his sole use and behoof; and for the use and behoof of his legal representatives, to the full end of the term for which said Patent may be granted, as fully and entirely as the same would have been held by me had this assignment and sale not been made.

Executed this 18th day of July, 2001.

at Westlake Village, California
Jeffrey Scott Eisenberg
(Signature)

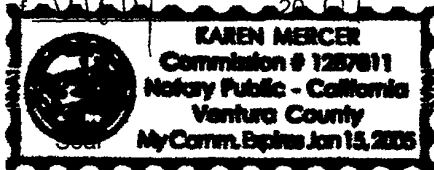
State of California, ss:

County of Ventura

Before me personally appeared said Jeffrey Eisenberg

and acknowledged the foregoing instrument to be his free act and deed this 18th

day of July, 2001



Karen Mercer
(Notary Public)

Note: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required. See below.

☐ Total of _____ forms are submitted.

Send to: Assistant Commissioner of Patents and Trademarks, Washington, D C 20231

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